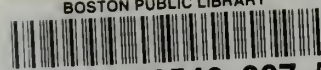


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**BACK BAY 1967**  
**Back Bay Association**  
**Back Bay Federation for Community Development**

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## ILLUSTRATIONS

Cover:	Hancock Development Proposal
Inside Cover:	Prudential Apartments from Brentano's
Above:	Start of the 1967 BBA Tree Planting Program. Left to Right: BBA President, Joe A. Lowry, Committee Chairman, William Strott, Boston Parks Commissioner, John J. Tierney, Jr.
Opposite Page 8:	C. Crawford Hollidge, Lord & Taylor

## Planning for People

We like the consideration urban planners are showing for people these days. It is reflected in the redevelopment plan for the central business district, which envisions the heart of our city as not just a place to funnel traffic and park cars and satisfy material wants, but as a pleasant place for people to be. And human values also figure strongly in the Back Bay development plan unveiled this week.

The Back Bay plan—  
Street C—

**Record American**  
SATURDAY, AUGUST 5, 1967

## A Breath of Fresh Air

**A**N URBAN RENEWAL project for Boston (just announced) is an enormous sundae with a cherry on top; it's a breath of mountain air after a protracted, sultry period; it's a letter from home, arriving in the nick of time, and with money in it.

We point with deep-chested, municipal pride to the \$325 million curtain-raiser by the Back Bay Council and the Boston Redevelopment Authority. The program, stretching over a ten-year period, is a mix of stark, common sense and private in-

ing, the elderly do not necessarily want to be—or benefit from being—relegated to quiet, isolated facilities. Many like to be within sight and sound and easy access of ordinary human activity. Living in the St. Botolph Street area encourage the aged to participate in the community's life.

sands of square feet of new retail space at the Prudential Center and the Boylston st.-Newbury st. area. Arcades and malls in Boylston st., imaginative lighting, eye-catching landscaping, other horticultural goodies and fresh sidewalk designs; improved transit service tying in with the new blueprint; minibus loop (maybe) on Boylston and Newbury sts. Restoration (a refreshingly key word) of Commonwealth ave. and Beacon st., as an in-town residential area; projected air rights developments; rehabilitation of hundreds of apartments and (again emphasis on retention of the beauty that has long been Boston's) refurbishing of Commonwealth ave., in this uniquely inspiring mood of per-

# Economic Lift With The New Back Bay

By ANTHONY J. YUDIS

A \$325 million dollar investment in future buildings and improvements for the Back Bay . . .

Landauer Associates of New York; architectural and design consultants Wilhelm von Moltke and Chapman & Goss of Cambridge, Mass.

The whole plan will have to depend on a lot of cooperation from many sources—business interests, residen-

# \$325 million Back Bay renovation

By George B. Merry

Staff writer of The Christian Science Monitor

Boston

Imaginative and far-reaching plans for strengthening Boston's Back Bay were outlined yesterday by the Back Bay Council and the Back Bay Planning and Development Corporation.

The renewal proposal, embracing an area in excess of 300 acres, represents a pro-

## Seven sites outlined

The plan covers seven main areas: the Commonwealth Avenue-Beacon Street neighborhood; the Boylston-Newbury Street retail district; the Stuart Street-St. James Avenue segment; the St. Botolph Street residential neighborhood; Park Square section; the Prudential Center; and the district within which The Mother Church, The First Church of Christ, Scientist, is developing its Church Center.

• More than 2.6 million square feet of new office space.

• Substantial new apartment construction throughout the area, including up to 1,000 new dwelling units along Beacon Street and on certain corners in the area west of the Public Garden.

• Expansion of the retail district along Boylston and Newbury Streets, providing up to 120,000 square feet of new shops and 350-



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## Back Bay Federation for Community Development

BACK BAY 1967

### A Progress Report

To the members of the Back Bay Association:

The Back Bay is one district of this City which continues to grow year in and year out without massive governmental assistance.

In July, 1967 we completed the Back Bay Development Plan. It is quite unusual for the people and the businesses of a city district to develop their own plan for future development, but this is exactly what we have done. And now that we have a plan for the future, we can concentrate our resources on the accomplishment of those objectives which are truly vital to our area.

The Back Bay Development Plan forecasts a total of \$325 million in private investment in the Back Bay over the next decade. Since this forecast was made last July, private corporations have announced new construction proposals which represent more than \$120 million in new development. This is really dramatic progress --and we see that the Back Bay has really launched into a new era of enormous growth.

To achieve our full potential, we need improvements in traffic, parking, transit, and pedestrian amenities. We need architectural control and improved maintenance of the area.

All of us can be very proud of the work that the Back Bay Association has been performing in recent years, but most of you may not realize that this program is going forward on a very thin annual operating budget of \$10,500. There are civic organizations in Boston with an annual budget of fifty times as large!

\$10,500 is just about enough money to engage a typist, pay the rent on a small office, and pay for telephone and postage expenses.

To continue our program and to meet the many demands of our members for service, we absolutely must increase our budget. Therefore, I make two earnest suggestions to you at this time:





1. Your 1968 BBA membership dues are payable now. If you want a progressive development program for this area, you should reply with your dues payment without delay and should also consider an increase of last year's dues payment by 25% to help give BBA really adequate financing.
2. Enclosed with this report is a membership application. If you and every other member will enroll at this time at least one new member each, we will have a vastly improved BBA by mid year.

This is not a request for a contribution. You know that an aggressive BBA program is essential to your business environment. We are simply making a suggestion for a more realistic investment in the future of your business community.

Joe A. Lowry  
President





## I BACK BAY DEVELOPMENT PLAN

Over a 30-month period the Back Bay civic organizations and the Boston Redevelopment Authority (BRA) prepared a ten-year development plan for this district. The Back Bay Association (BBA) initiated this planning procedure and participated throughout.

A temporary organization, the Back Bay Planning and Development Corporation, raised 75% of the planning funds and collaborated with BRA in the research and planning.

All of the planning proposals were approved by a second temporary organization, the Back Bay Council, which represented the various interest groups of this district, including BBA.

The Plan was completed in July, issued in August, and met with great response from the Press and the Public.

As you will see from this report, many of the planning proposals are already moving into the process of execution.

The Back Bay Development Plan is available in a variety of reports, exhibits, and a slide presentation.

There is now available a comprehensive summary report which you may obtain for a nominal charge by simply returning the coupon which appears at the conclusion of this report.

## II BACK BAY FEDERATION

Once the Back Bay Development Plan had been completed, it was obvious that the Back Bay civic associations needed a new organization to consolidate their strength to promote the execution of this plan. Therefore, the BBA has joined with the Neighborhood Association of the Back Bay (NABB) and others to create the Back Bay Federation for Community Development.

This organization has fifteen directors: five nominated by BBA; five nominated by NABB; and five which are selected from among the principal institutions of the Back Bay.

The Officers and Directors of the Federation are listed on the following page of this report.



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BACK BAY FEDERATION FOR COMMUNITY DEVELOPMENT

OFFICERS

President:	Erwin D. Canham Editor in Chief The Christian Science Monitor
Vice Presidents:	* Joseph W. Lund President R. M. Bradley & Co., Inc.  Lawrence T. Perera Attorney Palmer, Dodge, Gardner & Bradford
Treasurer:	* John W. Ewell Vice President The First National Bank of Boston
Secretary:	Bruce E. Boorman Secretary Liberty Mutual Insurance Company
Executive Director	Daniel J. Ahern

DIRECTORS

Senator Oliver F. Ames	* Carl B. Rechner, Development Consultant The First Church of Christ, Scientist in Boston, Massachusetts
Mrs. Charles P. Howard	
* Joe A. Lowry, Manager Bonwit Teller	* George I. Rohrbough, President Chandler School for Women
Gerald E. Mayo, Second Vice President New England Mutual Life Ins. Co.	John Williams, Esquire  John J. Wilson, Vice President Prudential Insurance Company
Albert D. O'Connor	John A. Worthen, Second Vice President John Hancock Mutual Life Ins. Co.

\* Nominated by the Back Bay Association.





## II BACK BAY FEDERATION (Continued)

BBA retains its independent role but now, through the Federation, BBA can obtain much wider support for all of its activities. At the same time, BBA shares its staff and office facilities with the Federation. This is an economical and efficient arrangement.

So now, your one membership in BBA gives you both the services of BBA, as well as the support of the entire Back Bay Community, through the new Federation.

## III NEW INVESTMENT IN THE BACK BAY

### Office Buildings

In November, the John Hancock Life Insurance Company announced plans for a \$75 million 62-story office tower at Copley Square. This is the principal building in a development complex which will include a sizeable garage over the Turnpike Extension, together with landscaped open space.

BBA and the Back Bay Federation are supporting a new zoning concept, "Planned Development Area" to provide a systematic method for the City to both accommodate and control large development projects of this type.

Mayor White and the BRA have filed an amendment to the Boston Zoning Code which has the support of BBA and the Federation.

When constructed and fully occupied, the Hancock Tower will house 15,000 employees and will produce an increase up to 15% in total Back Bay employment.

Prudential Center continues to move forward with the announcement in August of a new 28-story office building to be constructed in the Center.

The Boston Gas Building for that company and Eastern Gas and Fuel Associates, a \$15 - \$20 million project for Boylston and Charles Streets, will be a structure of twenty to thirty stories containing about 450,000 square feet. This substantial improvement, scheduled for completion in 1971, should have a stimulating effect on the Park Square district, heretofore a weak corner of the Back Bay business community.

The Perini Development Corporation is at work on a preliminary plan now under review by BRA for a \$40 - \$50 million mixed commercial and housing development just south of the Boston Public Library at Copley Square.



### III NEW INVESTMENT IN THE BACK BAY (Continued)

Two additional new office buildings are in prospect for the area. In both cases BBA staff has been consulting with the developers.

One result of this massive input of new office space should be a wave of modernization of old buildings. One such example now under way is the extensive renovation of the property at 439 Boylston Street.

#### Apartment Buildings

After a decade without any new construction, 1967 saw the opening of three new Back Bay apartment buildings offering more than 600 new units, demonstrating once again that the Back Bay offers an ideal residential address because of its convenient location, its fine shops and employment concentration, and the extraordinary amenities of this handsome urban neighborhood.

At Prudential Center two new apartment buildings, with a total of 537 apartments, were completed in the latter part of 1967 and they are already 70% occupied. A third apartment tower will be completed in mid-1968.

At 180 Beacon Street Max Wasserman completed a building with 130 units.

Meanwhile, the market for historic town houses showed considerable strength over previous years.

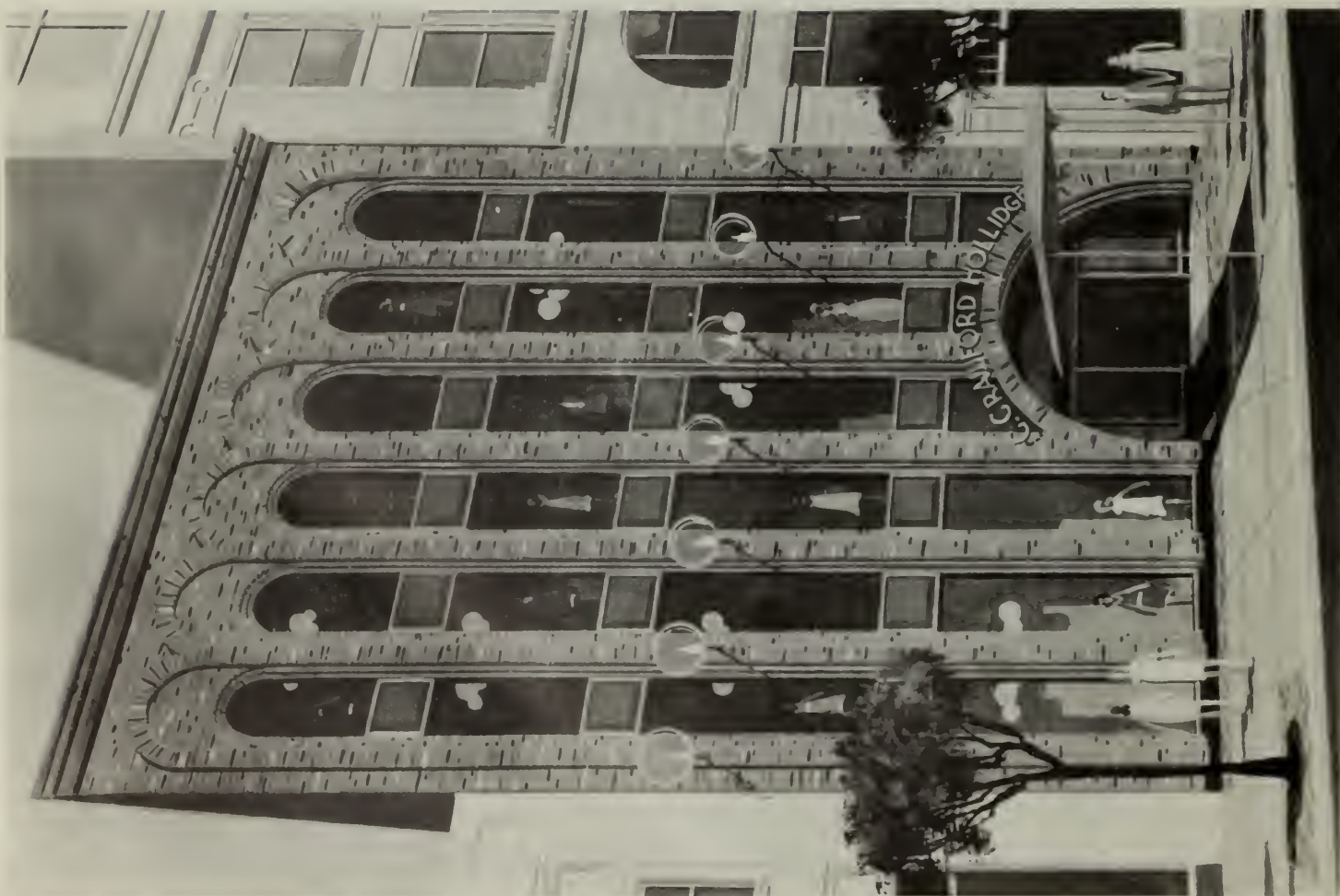
Residential Back Bay, Inc., the new community housing corporation, successfully marketed a building at 39 Marlborough Street for conversion from a dormitory into four very attractive apartments.

#### Institutional

Substantial progress was made in 1967 on the mammoth \$80 million Christian Science Development Program. In May, 1968 the Church Center, including a 26-story Administration Building and other structures, will go into construction to be completed in 1971. Additional phases of development will commence in 1969.

The site for the \$23 million Boston Public Library addition has been cleared and a construction start is expected in 1968.







### III INVESTMENT IN THE BACK BAY (Continued)

#### Retail

The February, 1968 opening of the big (125,000 square feet) new Lord & Taylor store and the projected 1970 opening of Saks Fifth Avenue at Prudential Center represent a huge leap forward for the Back Bay retail community.

Four blocks away at the Easterly end of the Shopping Center, there has also been solid growth symbolized by the arrival of C. Crawford Hollidge, who moved up from downtown in November, along with the new Florsheim Store, together with an expanded Simon & Sons Store which is now being constructed in the same block.

### IV URBAN BEAUTIFICATION PROJECTS

Last Fall the Back Bay Planning and Development Corporation completed a plan for the restoration of Commonwealth Avenue Mall. The plan was approved by the Parks and Recreation Department. The first contracts have been issued with work scheduled to begin this Spring.

BBA supported the proposal to close Dartmouth Street in part and create a new Dartmouth Street Mall. Plans for the Mall are now being completed with the construction start expected in April.

The long-awaited redesign of Copley Square seems to be at hand. Fifty percent of the needed funds have been committed by the Federal Government and at this writing, the Federation has obtained approximately 80% of the needed \$250,000 in matching private funds.

Still another proposal of the Back Bay Planning and Development Corporation is the progressive landscaping of Boylston Street to create a delightful convenient pedestrian way. BBA commenced this project in November with the planting of the 21 London Planetrees --9 of them between Berkeley and Clarendon Streets and 12 between Exeter and Fairfield Streets. BBA is at work on plans for a continuation of this program in 1968.



## V TRANSPORTATION

### Public Transit

The first gain in Back Bay Transit service will occur late in 1969 with the completion of the MBTA South Shore Line which will link this area with the South Shore communities via a simple transfer at Park Street.

Major Back Bay programs including the Central Subway modernization, the new Southwest Transit Line, and the possibility of Transit over the New York Central tracks are all under study and moving very slowly.

Recently, BBA staff has been working with MBTA and BRA staff on the question of station location on the new lines.

Meanwhile, the MBTA staff improvement program produced the first modernized station at Arlington Street last Summer. This is now the showcase for the entire system. 1968 should see the redesign of the Prudential and Copley Square Stations with Symphony and Auditorium to be done later.

### Parking

Area parking increased slightly this year through parking lot expansion. More important are plans for the expansion of Prudential Center parking, the new Hancock Garage, and a probable in garage for Dalton Street, which collectively will produce more than 4,000 new spaces, mostly for public use.

Prudential, which now has 1300 spaces, will add an additional 900 within a matter of weeks and will ultimately have about 3,000 spaces under the Center, the great bulk of which is public parking.

### Traffic

A Back Bay Plan proposal, supported by BBA, was carried out in 1967, when Dartmouth Street was converted to one-way. Within two months further recommendations should be executed, as Hereford, Cloucester, and Fairfield Streets will change direction.

## VI LAND USE

The great challenge in the Back Bay is to maintain balance between residential, business, and institutional land uses. Since the area has been inundated by schools, BBA and the Neighborhood Association of the Back Bay have built a strong alliance, both to cooperate with existing schools and to prevent unnecessary school expansion in the area.





## VI LAND USE (Continued)

Last Spring the proposal to build the Boston Branch of U.Mass at Copley Square was defeated, as the Mayor, City Council, BRA, BBA, and other groups threw up a wall of opposition. Nevertheless, the U.Mass proposal may be reactivated at any time.

BBA supported a series of measures relative to school expansion and student parking which were adopted in 1967, largely for the protection of our residential neighbors.

## VII DESIGN CONTROLS

The Back Bay Plan advocated a series of design control measures to preserve architectural harmony which is a principal asset of the Back Bay. Some of these measures have already been initiated.

The Back Bay Architectural Commission, with jurisdiction over the residential area, was created early in 1967. The five-member board includes Clifford deBaun as BBA representative and is headed by Lawrence T. Perera, a BBA Director.

In 1967 BBA introduced the concept of sign control for the Boylston and Newbury Streets area. . . adopted a carefully developed control code which will soon be published. . . set up a Design Advisory Service to aid merchants, which service has been working quite effectively. . . and BBA has been almost completely successful in a number of public hearings which lead to the prohibition against unnecessary, garish and large signs.

---

Back Bay Federation for Community Development  
419 Boylston Street  
Boston, Massachusetts 02116

Please send me \_\_\_\_\_ copy(ies) of the Back Bay Development Plan at \$3.00 per copy. Enclosed is my check for \$\_\_\_\_\_.

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Address)

Checks should be made payable to Back Bay Federation for Community Development.

